



BUSINESS/MARKETING DEPARTMENT

Technology Skills More Essential Than Ever

This information taken from DPI Superintendent, Mr. Tony Evers: With students' keyboarding skills referenced in new academic standards--and relied upon for future state assessments--it is more important than ever for students to develop their technology skills in **Introduction to Keyboarding, REAL Keyboarding, Microsoft Office, and Today's Tech Trends.**



Whether you are interested in starting your own business, managing a company or just being a well-informed consumer, **Exploring Business, Business Law, Management and Entrepreneurship, and Introduction to Marketing** are great classes to be involved in. These classes not only discuss the key components of a business and how it operates, they also offer experience in the West-Side Connection **school store** and an in-school Junior Achievement company.

With the ever-growing shortage of accountants, why not get a head start on this career. **Accounting II** offers four college credits, and **Accounting III & IV** introduces automated accounting with a hands-on practicum experience with the Milwaukee Bucks and a local financial advisor.



Financial Literacy Requirement: All students are required to meet a Financial Literacy Requirement. One way to meet this requirement is through **Personal Financial Management**. The students have the option of taking this class with or without college credits. If choosing college credits, the student may earn credits through NTC and/or UW-Oshkosh. The Oshkosh three college credits transfer to a wide variety of in-state as well as out-of-state colleges. You can find which schools these credits transfer to by visiting <https://www.wisconsin.edu/transfer/wizards/>.



Want to find out what it is like producing an award-winning yearbook and magazine? Enroll in Publications Lab. Learn to use InDesign, Photoshop and Illustrator just like the professionals. Build your writing, photography and interview skills through real-life reporting. Get involved in discovering and sharing student issues and opinions. Build leadership skills with your peers.

Dual-Credit Offerings:

- Accounting II (NTC Dual Credit and/or Lakeland University Credits)
- Advanced Marketing (NTC Dual Credit)
- Business Law
- Introduction to Keyboarding (NTC Dual Credit)
- Microsoft Office (NTC Dual Credits)
- R.E.A.L. Keyboarding (NTC Dual Credit)
- Personal Financial Management (NTC Dual Credit and/or UW-Oshkosh CAPP Credits)

MARKETING EDUCATION AT WAUSAU WEST

INTRODUCTION TO MARKETING (114281)

(Credit: .50/Sem)

Did you know that over 75% of all jobs in the U.S. involve some aspect of marketing? This introductory course is perfect for all students who want to learn more about business and marketing. The course explores consumer behavior, advertising, promotions, market research, selling, and public relations. Students participate in hands-on projects, gain insight from guest speakers and get a chance to show their creative side. See for yourself why students have called Marketing IA the "most important, practical class I've ever had". The student will also be required to participate in the marketing experience by working in the marketing lab/school store daily operations. DECA membership is optional. Students enrolled in Marketing IA are encouraged to enroll in Marketing IB and/or Marketing IC. Marketing IB or Marketing IC is required as a prerequisite for Marketing II.



PREREQUISITE: Freshman, Sophomore, Junior or Senior

SPORTS AND EVENT MARKETING (214291)

(Credit: .50/Sem)

This course is designed to provide the student with the skills necessary to apply marketing concepts to the sports and entertainment industries. Students will explore the connection between marketing and the sports and entertainment industries, focusing on promotion and sales. The areas of study include event promotion, sponsorship, development and sales, event



management, and the basic functions of marketing as they apply to the sport and entertainment industries. Students will also see how marketing operates in the movie, music, and theatre industries. If you are interested in sports and entertainment or want to tap into your creative side, this is the class for you! DECA membership is optional.

PREREQUISITE: Introduction to Marketing

HOSPITALITY AND TOURISM MARKETING (214541)

(Credit: .50/Sem)

Explore the exciting world of the Hospitality and tourism industry! Hospitality and tourism are topics that students can relate to and make their own. After all, everyone goes to restaurants, and many people travel and stay in lodging facilities. These exciting businesses continue to grow and employ a vast number of people. Hospitality and tourism marketing encompasses the management, marketing and operations of restaurants and other food service, lodging, attractions, and recreation events and travel-related services. Authentic community/industry experiences will be applied to classroom instruction in market research, pricing, product/service management, promotion, and selling. Students "learn by doing" through means of progressive exercises, case studies, guest speakers, and role-play by combining basic theory with skills. Focus on orientation to customer service, cultural/economic trends, and career opportunities.



Prerequisite: Introduction to Marketing

ADVANCED MARKETING (114301/214301)

(1 Year Program--Credit: 2.0/Year)

Advanced Marketing is for the student who is seriously considering a career in the field of business and marketing. Advanced Marketing takes the understanding of marketing to a new level. Students will also study the character traits necessary to become successful both personally and professionally, in particular, as they apply to areas of management. Classroom instruction will include both large and small group instruction with emphasis on team work through small group projects. Students combine this course with Marketing Internship and participation in the student organization. Focusing on individual talents, abilities, and interests, this class explores careers and workplace readiness, advanced-marketing applications, and human relations. Advanced Marketing is a "must have" for students interested in marketing careers. DECA membership is required. Students who successfully complete Advanced Marketing will earn 3 Dual credits from NTC that are transferrable to a four-year college.

PREREQUISITE: Intro to MKTG, Sports or Hospitality, Senior standing.



MARKETING INTERNSHIP (114311/214311)

(1 Year Program--Credit: (2.0/year)) The marketing internship is an opportunity for students to earn credits, earn money, and gain valuable work experience, all at the same time. Students are released from school in the afternoon to report to their workstations. *Marketing Internship is for students who are concurrently enrolled in the Advanced Marketing course.* These students are seriously pursuing a career in the field of marketing or business and wish to gain some practical experience in marketing related local business. The student will be required to maintain employment records, adhere to school policies and be an active and interested employee. Many classroom activities and assignments are based upon the "on the job" experiences. Graduates of this course have gone on to successful career opportunities with their high school placements. Students who are enrolled in Marketing Internship complete the Cooperative Education Skills Standards Certificate Program and are issued a state-endorsed certificate from the State Superintendent of Public Instruction. This certificate is a representative statement of the skills obtained through the Marketing Internship learning experience. This certificate is also endorsed by supporting industry and education organizations thus enhancing a student's future workplace portfolio.

PREREQUISITE: Intro to MKTG, Sports or Hospitality, Senior standing.

Students enrolled in Intro, Sports and Event and Hospitality and Tourism and Advanced Marketing will be involved in the operation of the School Store/marketing lab, the West-Side Connection. Students will oversee all aspects of a school store including management, merchandise and apparel design, purchasing, selling and promotions.

All marketing students have the opportunity and are encouraged to join **DECA (an Association of Marketing Students)** to enhance the co-curricular education of students with interests in marketing, management and entrepreneurship. DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership, and practice community involvement. Students will have the opportunity to participate at district, state and national levels.